

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

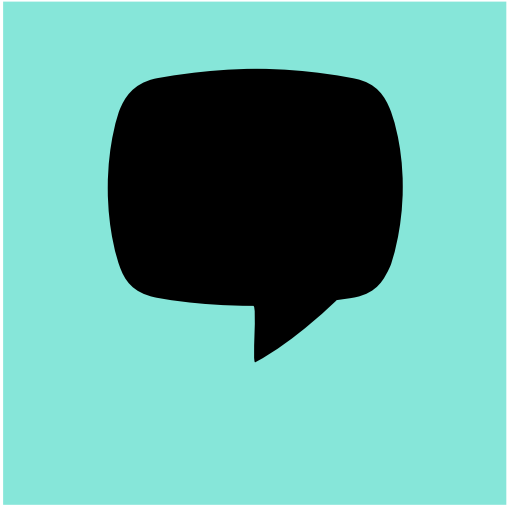
how did
iphone impact
people ?

what impact
has apple
had on
society ?

what was so
revolutionary
about the
iphone ?

broad
differentiation

strategic
vision that
transcended
performance
and design



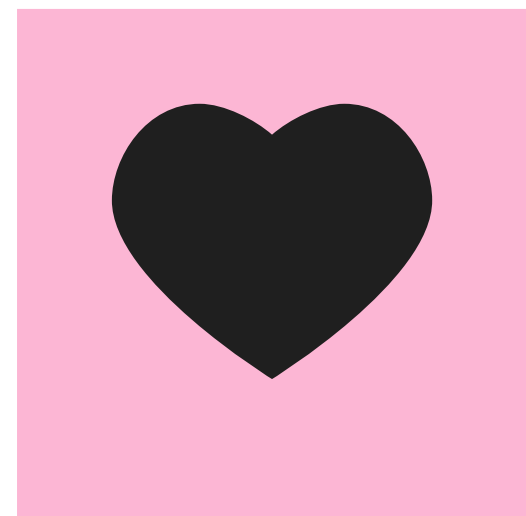
design
centric
approach

seamless
integration
with other
apple devices

revolution in
mobile
technology

limited
customization

no
expandable
storage



expensive in
markets

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

iRevolution: A data -
driven exploration of
apple's iphone Impact in
india